



**VIRGIN ISLANDS SHIPPING AND MARITIME AUTHORITY  
(VISMA)**

**REQUEST FOR PROPOSAL  
FOR THE PROVISION OF  
COMMUNICATION AND PUBLIC RELATIONS SUPPORT SERVICES  
FOR THE  
VIRGIN ISLANDS SHIPPING & MARITIME AUTHORITY**

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**RFP REF# — VISMA/PR-01/2026  
RFP Date: April 13th, 2026, Closing Date: May 13th, 2026**

## Contents

1.0	REQUEST FOR PROPOSAL (RFP)	4
2.0	CHECKLIST TO ACCOMPANY PROPOSAL	4
3.0	INTRODUCTION & BACKGROUND	4
4.0	SCOPE OF SERVICES AND DELIVERABLES	5
4.1	Strategic Communications Advisory	5
4.2	Digital and Social Media Management	5
4.3	Content Development and Creative Services	5
4.4	Multi-Channel Communication Campaigns	6
4.5	Public Relations, Media Relations and Issues Support	6
4.6	Event, Trade Show and Promotional Support	6
4.7	Annual Report and Corporate Publications	6
4.8	Brand Management and Consistency	7
4.9	DELIVERABLES AND REPORTING REQUIREMENTS	7
4.10	SERVICE LEVELS AND RESPONSIVENESS	7
4.11	GOVERNANCE, APPROVALS AND WORKING ARRANGEMENTS	8
5.0	PROPOSAL SPECIFICATIONS	8
6.0	INTENT TO RESPOND	9
7.0	SUBMISSION DEADLINE OF TENDER PACKAGES	9
8.0	SELECTION	9
9.0	EVALUATION COMMITTEE	9
10.0	EVALUATION CRITERIA	10
11.0	TENDER CLARIFICATION	11
12.0	NOTIFICATION AND CONTRACT AWARD	11
13.0	RIGHT TO REJECT OR CANCEL	12
14.0	ADDITIONAL REQUIREMENTS	12
	APPENDICES: RFP FORMS	13
	Form 1A: Technical Proposal Submission Letter	<b>Error! Bookmark not defined.</b>
	Form 2A: Methodology, Workplan & Deliverables	<b>Error! Bookmark not defined.</b>
	Form 3A: Proposed Team – CV Summary Table	<b>Error! Bookmark not defined.</b>
	Form 4A: Team Composition and Task Assignments	<b>Error! Bookmark not defined.</b>
	Form 5A: Professional Qualification Certificates	<b>Error! Bookmark not defined.</b>

- Form 6A: Project Plan / Time Schedule..... **Error! Bookmark not defined.**
- Form 7A: Confidentiality Agreement ..... **Error! Bookmark not defined.**
- Form 8A: No Conflict-of-Interest Declaration ..... **Error! Bookmark not defined.**
- Form 9A: Form of Contract ..... **Error! Bookmark not defined.**
- Form 10A: Proponents Declaration Form ..... **Error! Bookmark not defined.**
- Form 1B: Commercial Proposal Submission Letter ..... **Error! Bookmark not defined.**
- Form 2B: Summary of Costs ..... **Error! Bookmark not defined.**
- Form 3B: Detailed Cost Breakdown ..... **Error! Bookmark not defined.**
- Form 4B: Reimbursable and Miscellaneous Expenses ..... **Error! Bookmark not defined.**

## 1.0 REQUEST FOR PROPOSAL (RFP)

The Virgin Islands Shipping & Maritime Authority (VISMA) invites qualified firms to submit technical and commercial proposals for the provision of Communication and Public Relations Support Services.

## 2.0 CHECKLIST TO ACCOMPANY PROPOSAL

- ✓ Title Page
- ✓ Table of Contents
- ✓ Letter of Transmittal
- ✓ Form 1A: Technical Proposal Submission Letter
- ✓ Form 2A: Methodology, Workplan & Deliverables
- ✓ Form 3A: Proposed Team – CV Summary Table
- ✓ Form 4A: Team Composition and Task Assignments
- ✓ Form 5A: Professional Qualification Certificates
- ✓ Form 6A: Proposed Project Plan / Time Schedule
- ✓ Form 7A: Confidentiality Agreement
- ✓ Form 8A: No Conflict-of-Interest Declaration
- ✓ Form 9A: Form of Contract
- ✓ Form 10A: Proponents Declaration Form
- ✓ Form 1B: Commercial Proposal Submission Letter
- ✓ Form 2B: Summary of Costs
- ✓ Form 3B: Detailed Cost Breakdown
- ✓ Form 4B: Reimbursable and Miscellaneous Expenses
- ✓ Evidence of Insurance

## 3.0 INTRODUCTION & BACKGROUND

VISMA is responsible for maritime regulation, vessel registration, seafarer services, maritime safety compliance, and the promotion of the Virgin Islands as a credible and competitive international maritime jurisdiction. VISMA provides services to a broad range of stakeholders, including vessel owners, yacht owners, ship managers, seafarers, local marine operators, government stakeholders, and the wider public.

VISMA requires the services of a qualified communications, marketing, and public relations firm to provide strategic and operational support for its external communications, digital presence, stakeholder messaging, public relations, event promotion, and publication development. The successful firm will be expected to

support VISMA in strengthening its institutional visibility, promoting its services and jurisdictional value proposition, enhancing stakeholder engagement, and maintaining clear, professional and timely communications across domestic, regional and international audiences.

The assignment is intended to support VISMA in three broad areas: (i) promoting the BVI as a well-regarded maritime jurisdiction and registry, (ii) communicating effectively with customers, stakeholders and the public on VISMA services, notices and initiatives, and (iii) strengthening VISMA's brand, reputation and public-facing communications capability as it continues to grow and expand its market presence.

The selected firm must therefore demonstrate the ability to operate effectively in a regulated, service-oriented, and internationally facing environment, and be able to combine strategic communications advice with practical content development, public relations support, campaign delivery, creative design, event support, and publication production.

#### **4.0 SCOPE OF SERVICES AND DELIVERABLES**

The successful firm shall provide communications, marketing and public relations support services to VISMA on a retainer and/or call-off basis, as directed by VISMA. The scope of services shall include, but not necessarily be limited to, the following:

##### **4.1 Strategic Communications Advisory**

The firm shall provide strategic communications support to VISMA, including the development of annual or periodic communications priorities, key message frameworks, stakeholder audience mapping, campaign concepts, and advisory input on external communications aligned with VISMA's strategic objectives, operational priorities, service offerings, and market positioning. This shall include communications advice for major announcements, service changes, regulatory notices, public awareness matters, and institutional initiatives.

##### **4.2 Digital and Social Media Management**

The firm shall manage and support VISMA's digital and social media communications by preparing monthly content calendars, drafting captions and written content, developing visual assets, scheduling approved content, monitoring engagement, and reporting on performance. Social media support shall be aligned to VISMA's brand, services and communication priorities and should support both awareness and engagement objectives. The firm shall also provide recommendations to improve digital reach, audience engagement, and consistency of messaging across VISMA's online platforms.

##### **4.3 Content Development and Creative Services**

The firm shall develop written, visual and digital communications materials as required by VISMA, including but not limited to flyers, brochures, fact sheets, FAQs, notices, invitations, advertorials, promotional materials, digital

graphics, website copy, e-mail campaign content, stakeholder information pieces, and presentation collateral. All materials must reflect VISMA's institutional identity, tone, and brand requirements and must be suitable for both local and international audiences where applicable.

#### **4.4 Multi-Channel Communication Campaigns**

The firm shall design and implement communications and marketing campaigns across appropriate channels, including social media, web, e-mail, print and other approved media. Campaigns may relate to service awareness, legislative or regulatory updates, stakeholder engagement, public notices, international market positioning, trade promotion, institutional milestones, or other approved priorities. The firm shall be expected to tailor messages and campaign materials to different target audiences and provide practical recommendations on campaign timing, sequencing, and content mix.

#### **4.5 Public Relations, Media Relations and Issues Support**

The firm shall provide public relations and media support services to VISMA, including drafting press releases, media statements, speaking points, key messages, briefing notes, question-and-answer documents, and other supporting materials for public announcements or media engagement. Where required, the firm may also support VISMA with communications planning and messaging for time-sensitive, reputationally significant, or stakeholder-sensitive matters. No media engagement or external issue response shall be undertaken without VISMA's prior approval.

#### **4.6 Event, Trade Show and Promotional Support**

The firm shall provide event and promotional communications support for trade shows, conferences, launches, stakeholder events, and other approved engagements. This may include event communication concepts, branded materials, booth graphics, promotional items, presentation templates, delegate packs, invitations, signage, digital event collateral, post-event highlights, and communications support before, during and after events. The successful firm should understand that VISMA participates in both local and international promotional and stakeholder-facing environments and should be able to support high-quality representation of the Authority and the jurisdiction.

#### **4.7 Annual Report and Corporate Publications**

The firm shall support the planning, drafting, editing, design and production of VISMA's annual report and, where required, other public-facing institutional publications. This shall include coordination with VISMA's designated internal focal points for the collection of text, statistics, photographs, narrative content, and other material; editing and layout support; design of the final publication; and preparation of files suitable for print and digital use. The annual report and related publications must be presented in a professional format appropriate for a statutory authority with local and international stakeholders.

## 4.8 Brand Management and Consistency

The firm shall ensure consistency in the application of VISMA's visual identity, brand language and communication style across all outputs prepared under this engagement. Where necessary, the firm may be required to develop or update templates, asset libraries, visual standards, or other brand-supporting tools for use by VISMA.

## 4.9 DELIVERABLES AND REPORTING REQUIREMENTS

At a minimum, the successful firm shall be expected to provide the following recurring and ad hoc deliverables, as applicable to the agreed workplan and approved assignments:

- Annual or periodic communications workplan and recommended communication priorities.
- Monthly social media/content calendar for review and approval by VISMA.
- Monthly performance and analytics summary, including key metrics, observations and recommended actions.
- Campaign briefs, campaign materials and campaign performance summaries for approved campaigns.
- Draft press releases, stakeholder notices, public communications and key messaging materials as requested.
- Event and trade show communications materials, including timelines, creative assets and supporting collateral.
- Annual report production plan, content development support, designed draft and final publication files.
- Editable source files for approved design outputs produced under the contract, where requested by VISMA.

All deliverables shall be subject to VISMA's review and approval before publication, release, or finalisation.

## 4.10 SERVICE LEVELS AND RESPONSIVENESS

The successful firm shall maintain an account management and service delivery model capable of responding to both planned and ad hoc communications needs. The proposal should therefore set out the firm's standard service levels and response times for routine, priority and urgent requests. As a guide, VISMA expects the following general service standards, unless otherwise agreed in writing:

- Routine content and design requests: draft output within three (3) to five (5) business days.
- Priority requests: draft output within one (1) to two (2) business days.
- Urgent/time-sensitive matters: same-day acknowledgement and expedited support where feasible.
- Monthly reports: submission within five (5) business days after the month-end.

- Event-related collateral: draft materials to be submitted in sufficient time for review, production and deployment in advance of the relevant event.

These timeframes are indicative and may be refined during contract negotiations or service commencement.

#### **4.11 GOVERNANCE, APPROVALS AND WORKING ARRANGEMENTS**

The successful firm shall work under the direction of VISMA's designated contract manager or another authorised representative. VISMA shall determine approval authority for content, design assets, campaigns, public statements, media responses, publications and other outputs produced under this contract. No material shall be published, distributed, released to the media, or otherwise issued externally without VISMA's prior written or documented approval.

The successful firm shall be expected to participate in periodic planning and review meetings with VISMA and to maintain clear communication on work status, priorities, deadlines and outstanding approvals. The firm must also maintain appropriate confidentiality over all non-public information received or created in the course of the engagement.

#### **5.0 PROPOSAL SPECIFICATIONS**

Proposals shall be submitted in English and priced in United States Dollars (USD). Proposals shall remain valid for a period of not less than ninety (90) days from the submission deadline, unless otherwise stated by VISMA. Proposals shall be submitted electronically in PDF format to the e-mail address specified in this RFP.

The Technical Proposal shall clearly address the bidder's understanding of VISMA's requirements and shall include, at a minimum, the following:

- An overview of the firm and its relevant experience.
- Demonstrated experience supporting communications, marketing or public relations assignments for statutory bodies, government agencies, regulated industries, maritime organisations, transport entities, tourism bodies, financial/professional services entities, or similarly complex organisations.
- A proposed methodology and service delivery approach covering the scope areas set out in this RFP.
- A proposed account management structure, including the lead contact and core team members.
- At least three (3) examples of similar assignments completed by the firm, including client name, brief project description, dates, and services provided.
- A portfolio of relevant work samples, which should include examples of digital content, campaigns, publications, event collateral, public relations materials, or comparable outputs.
- Proposed service levels, response times and quality assurance process.
- Proposed workplan and indicative deliverables.
- At least three (3) client references.

The Commercial Proposal shall include a clear fee structure and cost breakdown. VISMA may accept either a retainer-based pricing model, a schedule of rates, a call-off framework, or a blended approach, provided the pricing is clearly explained and aligned to the proposed delivery model. Where reimbursable costs are proposed, they must be separately identified and justified.

## 6.0 INTENT TO RESPOND

Interested firms are encouraged to submit an Intent to Respond by e-mail to [tenders@bvimaritime.vg](mailto:tenders@bvimaritime.vg). The Intent to Respond should include the name of the firm, the contact person, e-mail address, telephone number, and confirmation of the firm's intention to submit a proposal. Submission of an Intent to Respond will assist VISMA in managing any clarification notices; however, failure to submit an Intent to Respond shall not disqualify a bidder from participating.

Email: [tenders@bvimaritime.vg](mailto:tenders@bvimaritime.vg)

## 7.0 SUBMISSION DEADLINE OF TENDER PACKAGES

All proposals must be submitted electronically via e-mail to [tenders@bvimaritime.vg](mailto:tenders@bvimaritime.vg) no later than May 13th, 2026, at 4:00 p.m. Proposals received after the stated closing date and time may be rejected. It is the responsibility of each bidder to ensure that its submission is complete, clearly labelled, and successfully delivered before the deadline.

The e-mail subject line should clearly state the RFP reference number and title. The submission should contain separate files for the Technical Proposal and the Commercial Proposal.

## 8.0 SELECTION

The selection process will follow a structured and transparent procedure to ensure fairness, value for money, and alignment with the procurement principles outlined in the **Virgin Islands Public Procurement Act, 2021** and applicable internal policies of VISMA.

## 9.0 EVALUATION COMMITTEE

An internal Evaluation Committee comprised of representatives from VISMA's Board, Procurement Committee, and independent subject-matter experts (as required) will review and score the proposals. The Committee will operate in accordance with all applicable rules governing confidentiality and impartiality.

## 10.0 EVALUATION CRITERIA

Proposals shall be evaluated using a combined technical and commercial assessment. VISMA reserves the right to request clarification, supporting information, or bidder presentations where necessary to support the evaluation process.

VISMA intends to assess proposals against the following criteria:

### Technical Evaluation

#### 1. Firm Experience and Relevant Track Record – **20 points**

Assessment will consider the bidder's relevant experience in communications, marketing and public relations assignments of similar scope and complexity, particularly in statutory, public sector, regulated, maritime, transport, tourism, financial/professional services, or other comparable environments. Particular consideration will be given to demonstrated ability to support organisations with both institutional/public-facing and market-facing communications needs.

#### 2. Proposed Methodology and Understanding of the Assignment – **25 points**

Assessment will consider the bidder's understanding of VISMA's role, communications needs, stakeholder environment, and the quality, practicality and appropriateness of the proposed service delivery approach across the required service areas.

#### 3. Portfolio and Quality of Work Samples – **15 points**

Assessment will consider the quality, relevance and professionalism of work samples submitted, including evidence of content development, design capability, campaign work, publication design, event support materials, public relations outputs, and digital communications.

#### 4. Qualifications and Capability of the Proposed Team – **10 points**

Assessment will consider the overall strength of the proposed team, including qualifications, relevant experience, functional mix, and the bidder's ability to provide adequate strategic, writing, design, digital, media and project management support.

#### 5. Account Management, Responsiveness and Service Levels – **10 points**

Assessment will consider the clarity and suitability of the bidder's account management approach, availability, turnaround times, communication process, and quality assurance arrangements.

## **Commercial Evaluation**

### **6. Commercial Proposal and Value for Money – 20 points**

Assessment will consider the clarity, completeness and reasonableness of the proposed pricing, including overall value for money, transparency of cost build-up, relevance of the proposed pricing model, and appropriateness of any reimbursable costs.

#### **Total: 100 points**

To be considered for an award, proponents must achieve a minimum overall score of seventy per cent (70%) of the total available points, equivalent to 70 points out of 100. Proposals scoring below this threshold shall not be considered further for contract award.

VISMA may also, at its discretion, require proponents to achieve an acceptable minimum score in the Technical Evaluation before the Commercial Proposal is considered, in order to ensure that only proposals of sufficient technical quality proceed to final assessment.

VISMA reserves the right to conduct interviews, presentations, or clarification meetings with shortlisted firms as part of the evaluation process and to take such information into account in reaching its final decision.

## **11.0 TENDER CLARIFICATION**

Bidders may submit clarification questions in writing to the contact identified in this RFP by the date specified by VISMA. Responses to material clarification questions may be shared with all participating bidders where VISMA considers it appropriate to ensure fairness and consistency in the procurement process.

VISMA reserves the right to request written clarifications from any bidder during the evaluation process and may invite shortlisted bidders to present their proposed approach, team and relevant work samples. Failure to respond adequately or within the required timeframe may result in disqualification.

## **12.0 NOTIFICATION AND CONTRACT AWARD**

Upon completion of the evaluation:

- The selected firm will be notified in writing and invited for contract negotiations.
- All other participating firms will be informed of the outcome of the evaluation process.

### 13.0 RIGHT TO REJECT OR CANCEL

VISMA reserves the right to:

- Reject any or all proposals without incurring any liability or obligation.
- Cancel or reissue the RFP at any stage before contract execution.
- Disqualify any proposal that fails to comply with the submission requirements or is found to contain misrepresentations.

### 14.0 ADDITIONAL REQUIREMENTS

All proponents must demonstrate that they are legally established and suitably qualified to perform the services described in this RFP. VISMA may require supporting documentation to verify legal status, professional standing, insurance coverage, tax compliance, and other eligibility matters.

In addition to the forms included in the Appendix, proponents should submit the following supporting information as part of their proposal:

- Certificate of incorporation or equivalent proof of legal establishment.
- Evidence of relevant professional indemnity and/or general liability insurance.
- Three (3) client references for similar services.
- Portfolio of relevant work samples.
- Confirmation of confidentiality, conflict of interest, and data handling arrangements.
- Confirmation that all creative and communications outputs developed under the contract for VISMA shall become available for VISMA's use in accordance with the contract terms.

VISMA reserves the right to verify any information submitted by bidders and to request additional supporting documentation at any stage of the procurement process.

## APPENDICES: RFP FORMS

### Form 1A: Technical Proposal Submission Letter

Item	Response
To	Virgin Islands Shipping & Maritime Authority
RFP Title	The Provision of Communications, Marketing and Public Relations Support Services
RFP Reference No.	[Insert Reference No.]
Name of Firm	
Registered Address / Contact Details	

#### Declaration

- We, the undersigned, hereby submit our Technical Proposal in response to the Request for Proposal for the provision of Communications, Marketing and Public Relations Support Services for VISMA.
- We confirm that the information contained in this proposal is true and accurate.
- We have reviewed and understood the requirements of the RFP and agree to abide by its terms, conditions and instructions.
- Our proposal shall remain valid for the period stated in the RFP.

Authorized Signatory	Details
Name	
Title	
Signature	
Date	

### Form 2A: Methodology, Workplan and Deliverables

*Please complete the table below and provide sufficient detail under each heading.*

Section	Bidder Response
Understanding of VISMA and the Assignment	
Proposed Communications / Marketing / PR Methodology	
Approach to Strategic Communications Advisory	
Approach to Digital and Social Media Management	
Approach to Content Development and Creative Services	
Approach to Public Relations / Media Support	
Approach to Event / Trade Show Support	
Approach to Annual Report / Corporate Publications	
Proposed Workplan and Sequencing of Activities	
Key Deliverables	
Quality Assurance Process	
Proposed Service Levels / Turnaround Times	

### Form 3A: Proposed Team – CV Summary Table

Name	Proposed Position	Qualifications	Years of Experience	Relevant Experience Summary	Availability / Level of Effort

### Form 4A: Team Composition and Task Assignments

#### A. Core Professional Team

Name	Position / Role	Key Responsibilities on this Assignment	Relevant Expertise	Estimated Input

#### B. Support Team

Name	Position / Role	Support Function	Relevant Expertise	Estimated Input

### Form 5A: Professional Qualification Certificates

Please list all professional qualifications and certifications relevant to the proposed team and attach copies as an appendix.

Name of Team Member	Qualification / Certification	Issuing Institution / Body	Year Obtained	Copy Attached (Yes/No)

### Form 6A: Proposed Project Plan / Time Schedule

Task No.	Activity / Deliverable	Proposed Timing	Milestone / Output	Responsible Team Member
1				
2				
3				
4				
5				

### Form 7A: Confidentiality Agreement

Clause	Provision
Parties	This Confidentiality Agreement is made between the Virgin Islands Shipping & Maritime Authority (VISMA) and the Proponent.

Purpose	The Proponent may receive confidential information in connection with this RFP and agrees to keep such information confidential.
Confidential Information	Includes all non-public documents, data, reports, policies, financial or operational information, and any derived materials shared in connection with this RFP.
Exclusions	Information shall not be considered confidential if it becomes public through no fault of the Proponent, was lawfully known beforehand, is independently developed, or must be disclosed by law.
Proponent Obligations	The Proponent shall use the information only for purposes of this RFP, keep it strictly confidential, not disclose it without written consent, and restrict access to authorized personnel only.
Return / Destruction	Upon request or completion of the RFP process, all confidential information shall be returned or destroyed, with written confirmation to VISMA.
Ownership	All confidential information remains the property of VISMA.
Remedies	VISMA may seek appropriate legal or equitable remedies in the event of a breach.
Term	This Agreement shall remain in effect for five (5) years or as long as the information remains confidential, whichever is longer.
Governing Law	This Agreement shall be governed by the laws of the Virgin Islands.

### Signatures

VISMA Representative	Proponent Representative
Name	Firm Name
Title	Authorized Signatory
Signature	Signature
Date	Date

### Form 8A: No Conflict-of-Interest Declaration

Item	Response
Name of Firm	
Authorized Signatory	
Title	
Date	

### Declaration

We hereby declare that no actual, potential or perceived conflict of interest exists, or is likely to arise, in connection with this proposal and the services to be provided under this RFP. We further undertake to disclose promptly to VISMA any circumstance that may give rise to an actual or potential conflict of interest during the procurement process or contract period.

<b>Signature</b>	
Authorized Signature	

### Form 9A: Form of Contract Acknowledgement

Item	Response
Name of Firm	
Authorized Signatory	
Title	
Date	

#### Acknowledgement

We acknowledge that, if selected, a standard VISMA consultancy contract will be issued to the successful proponent. We understand that the contract will set out the agreed scope of services, deliverables, pricing, payment terms, confidentiality obligations, intellectual property provisions, termination rights, and other contractual requirements.

<b>Signature</b>	
Authorized Signature	

### Form 10A: Proponent's Declaration Form

Please tick the appropriate response and provide details where necessary.

Question	Yes	No	Details (if Yes)
Has the firm ever been convicted of any criminal offence?	<input type="checkbox"/>	<input type="checkbox"/>	
Has any director, partner or principal had a professional licence suspended or revoked?	<input type="checkbox"/>	<input type="checkbox"/>	
Has the firm ever been subject to bankruptcy, insolvency, receivership or winding-up proceedings?	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any pending civil, regulatory or criminal matters involving the firm or its principals?	<input type="checkbox"/>	<input type="checkbox"/>	
Has the firm ever been terminated for default under a public or private contract?	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Declaration Details</b>	<b>Response</b>		
Name of Firm			
Authorized Signatory			
Title			

Signature	
Date	

## Commercial Proposal Forms

### Form 1B: Commercial Proposal Submission Letter

Item	Response
To	Virgin Islands Shipping & Maritime Authority
RFP Title	The Provision of Communications, Marketing and Public Relations Support Services
RFP Reference No.	[Insert Reference No.]
Name of Firm	
Registered Address	
Contact Person	
Email Address	
Total Proposed Price (USD)	

#### Declaration

- We, the undersigned, hereby submit our Commercial Proposal in response to the Request for Proposal for the provision of Communications, Marketing and Public Relations Support Services for VISMA.
- The proposed price includes all professional fees, reimbursable expenses, taxes and other costs necessary to deliver the services, except where otherwise clearly identified.
- We agree to abide by all conditions, requirements and instructions contained in the RFP.
- We acknowledge that VISMA is not bound to accept any proposal received.

Authorized Signatory	Details
Name	
Title	
Signature	
Date	

### Form 2B: Summary of Costs

Cost Category	Description	Amount (USD)
Professional Fees		
Administrative / Support Costs (if applicable)		
Reimbursable Expenses		
Other Costs		
<b>Total Commercial Proposal Amount</b>		

#### Payment Schedule

Milestone / Deliverable	Expected Timing	Amount (USD)
<b>Total</b>		

### Form 3B: Detailed Cost Breakdown

Activity No.	Task / Deliverable	Team Member / Role	Estimated Hours / Days	Rate (USD)	Amount (USD)
1					
2					
3					
4					
5					
<b>Total</b>					

### Consultant Rates

Consultant Name	Proposed Role	Rate Basis (Hourly / Daily / Monthly)	Rate (USD)

### Form 4B: Reimbursable and Miscellaneous Expenses

No.	Expense Description	Unit	Quantity	Unit Price (USD)	Total Amount (USD)
1					
2					
3					
4					
5					
<b>Subtotal</b>					
<b>Total Reimbursable Amount</b>					